

**ORDER**

KSNV

**Orders**

Order / Rev: **105939**  
 Alt Order #: 06842091  
 Product Desc: HORSFORD 4 CONGRESS  
 Estimate: 1609  
 Flight Dates: 09/25/12 - 10/01/12  
 Original Date / Rev: 08/24/12 / 08/27/12 *Bensed*  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: **GMMB, Inc./ Washington D.C.**  
 Buying Contact:  
 Billing Contact:  
 Washington Harbor  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: **Horsford for Congress**  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	35	\$10,670.00	\$9,069.50
10/01/12	10/01/12	1	\$1,100.00	\$935.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$10,670.00	\$9,069.50	0.00
October 2012	1	\$1,100.00	\$935.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$11,770.00</b>	<b>\$10,004.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	31%	\$11,770.00
Market	100%	\$37,967.74

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$9,871.61
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,074.84
KTUD	1%	\$379.68
KVVU	18%	\$6,834.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,037.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/WagM		5-6a	-TWTF--	:30	1	\$90.004		0.00	NM	1	\$90.00
				M-F 5-6a WakeUp w/Wagners											

**NEWS**

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	1	\$90.004		0.00	NM	1	\$90.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$90.00		0.00			
E 2	KSNV	09/25/12	09/28/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	3	\$175.004		0.00	NM	3	\$525.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					3	\$175.00		0.00			
E 3	KSNV	09/25/12	09/28/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$200.004		0.00	NM	3	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					3	\$200.00		0.00			
E 4	KSNV	09/30/12	09/30/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.003		0.00	NM	1	\$1,300.00
MEE THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,300.00		0.00			
E 5	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$135.004		0.00	NM	1	\$135.00
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$135.00		0.00			
E 6	KSNV	09/25/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$80.004		0.00	NM	1	\$80.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$80.00		0.00			
E 7	KSNV	09/25/12	09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	2	\$125.004		0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					2	\$125.00		0.00			
E 8	KSNV	09/25/12	09/28/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	2	\$100.004		0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					2	\$100.00		0.00			
E 9	KSNV	09/25/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	1	\$150.004		0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$150.00		0.00			
E 10	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	1	\$145.004		0.00	NM	1	\$145.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$145.00		0.00			
E 11	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	1	\$175.004		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$175.00		0.00			
E 12	KSNV	09/25/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	3	\$250.004		0.00	NM	3	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					3	\$250.00		0.00			
E 13	KSNV	09/25/12	09/28/12		CM	630-7pm	-TWTF--	:30	2	\$230.004		0.00	NM	2	\$460.00

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M-F Jeopardy M-F Jeopardy JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$230.00 0.00															
E 14	KSNV	09/25/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-TWTF--	:30	2	\$230.00	4	0.00	NM	2	\$460.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$230.00 0.00															
E 15	KSNV	09/25/12	09/28/12	Face to Face w/ Ralston Face to Face w/ J. Ralston	CM	730-758pm	-TWTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
FACE TO FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$125.00 0.00															
E 16	KSNV	09/29/12	09/29/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
VEGAS INC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$100.00 0.00															
E 17	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$1,100.00	4	0.00	NM	1	\$1,100.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$1,100.00 0.00															
E 18	KSNV	09/30/12	09/30/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	3	0.00	NM	1	\$4,000.00
SUN NIGHT FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$4,000.00 0.00															
E 19	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	2	\$255.00	4	0.00	NM	2	\$510.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$255.00 0.00															
E 20	KSNV	09/25/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	2	\$110.00	4	0.00	NM	2	\$220.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$110.00 0.00															
E 21	KSNV	09/25/12	09/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	-TWTF--	:30	1	\$80.00	4	0.00	NM	1	\$80.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 1 \$80.00 0.00															
E 22	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-TWTF--	:30	2	\$95.00	4	0.00	NM	2	\$190.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWTF-- 2 \$95.00 0.00															
													Totals	36	\$11,770.00